DEPARTMENT OF TRANSPORTATION

RESEARCH REPORT NO. 23A

RESULTS SEAT BELT SURVEY

JUNE 23, 1983

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June, 1983

SUMMARY

This month's Seat Belt Survey Report, Research Report No. 23, was conducted on June 23, 1983, which showed a Provincial Average wearing rate of 78.7%, which is up from last month's wearing rate of 75.3%. The percentage of child seats was 2.2% down from last month's 2.8%. A total of 3,613 vehicles were surveyed, which is up from last month's total of 2,729 an increase of 24%.

This months survey shows an increase in wearing rate over December. This is the third survey period which has shown an increase since Mandatory use of Seat Belts became law on July 1, 1982.

It should be noted that this survey took place during the visit of the Royal couple Prince Charles and Lady Diana. Traffic flows of various St. John's Locations were higher than normal. This accounts for the 24% increase in the number of cars surveyed.

Education was continuing at various community organizations and institutions.

The upward trend in wearing rates can be attributed to the enforcement agencies hard work in enforcing this law. The increase in tickets issued parallels the increase in seat belt usage. If these figures continue Newfoundland will continue to show the highest seat belt use rate in Canada and have the lowest fatality rate.

Full credit should be given to our law enforcement personnel for the excellent work which they have done over the last six months regarding seat belt legislation.

SPECIFIC SURVEYS

1. Foxtrap Access to Trans Canada Highway, 08:00 to 09:00, E. Murray. The March survey, Table 4, indicates a decrease in seat belt use to 85.5% from the March value of 91.8%. All drivers, with the exception of young males, are serious about seat belt use.

2. Roaches Line Access to Trans Canada Highway, 07:00 to 08:00, G. Jerrett. The June survey, Table 5, indicates an increase in seat belt use to 86.3% from the March value of 82.6%. All drivers are serious about seat belt use.

3. Harbour Arterial Ramp to Water Street, 08:00 to 09:00, R. Trickett. Data shown on Table 6 reveal a June decline in seat belt use to 83.8% from the March value of 91.0% Seat Belt use is taken seriously by the majority of those surveyed.

4. Village Mall, 10:00 to 11:00, H. Skanes & E. Murray. The June survey, Table 7, indicates a increase in seat belt use of 76.0% from the March value of 67.6%. Female drivers are more serious about seat belt use than are their male counterparts.

5. Hotel Newfoundland, 08:30 to 09:30, H. Avery. The March survey, Table 8, indicates an increase in seat belt use to 89.0% from the March value of 76.6%. All drivers are serious about seat belt use.

6. Avalon Mall, 13:00 to 14:00, E. Murray & H. Skanes. The June survey, Table 9, indicates an increase in seat belt use to 74.9% from the March value of 69.3%. Female drivers are more serious about seat belt use.

7. Atlantic Place, Entrance 08:30 - 09:30 , T. Beckett. The June survey, Table 10, has increased to 80.0% from a March seat belt wearing rate of 78.0%. Female drivers are more serious about seat belt use.

8. Atlantic Place, Exit, 15:30 to 16:30, T. Beckett. The June survey, Table 11, shows an increase in seat belt use to 85.4% from the March value of 79.6%. All drivers are serious about seat belt use.

9. Janeway Hospital, 14:45 to 15:45, E. Murray & H. Skanes. The June survey, Table 12, indicates an increase in seat belt use of 76.4% from the March value of 69.4%. All drivers, with the exception of males (49-64) are serious about seat belt use.

10. Bay Roberts Mall, 11:30 to 12:30, G. Jerrett. The June survey, Table 13, in the rural community indicates an increase in seat belt use to 77.9% from the March value of 77%. This indicates a continuing increase since September in this area.

11. Grand Falls, 03:00 - 04:00, R. Pynn. The June survey, Table 14, shows an increase in seat belt use to 77.3% from the March rate of 60.0%. All drivers appear to be serious about seat belt usage.

12. Labrador City, 02:00 - 03:00, R. Hiscock. The June survey, Table 15, shows a wearing rate of 66.2%, this is the second lowest percentage for the entire province. All drivers, expecially males, are not obeying the seat belt law.

13. Clarenville, 12:00 - 13:00, W. Wiseman. The June survey, Table 16, shows a decrease in seat belt use to 65.9% from the March rate of 72.2%. This is the lowest wearing rate in the province, with males (25-44) pulling the average down.

STATISTICAL TABLES

June 23, 1983

Note: Statistical Tables for previous months can be obtained upon request.

Table 1
June 23, 1983

SEAT BELT SURVEY

AREA: PROVINCIAL AVERAGE

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 71
16-24	180	164	344	
25-44	1138	698	1836	
45-64	487	130	617	
65+	43	3	46	
TOTAL	1848	995	2843	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 7
16-24	83	20	103	
25-44	375	124	499	
45-64	148	12	160	
65+	7	1	8	
TOTAL	613	157	770	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 2.2%
16-24	68.4	89.1	77.0	
25-44	75.2	84.9	78.6	
45-64	76.7	91.5	79.4	
65+	86.0	75.0	85.2	
TOTAL	75.1	86.4	78.7	

Table 2
June 23, 1983

SEAT BELT SURVEY

AREA: Urban Average

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 67
16-24	163	131	294	
25-44	855	557	1412	
45-64	399	115	514	
65+	38	3	41	
TOTAL	1455	806	2261	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 6
16-24	80	17	97	
25-44	308	112	420	
45-64	128	12	140	
65+	7	1	8	
TOTAL	523	142	665	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 2.8%
16-24	67.1	88.5	75.2	
25-44	73.5	83.3	77.1	
45-64	75.7	90.6	78.6	
65+	84.4	75.0	83.7	
TOTAL	73.6	85.0	77.3	

Table 3
June 23, 1983

SEAT BELT SURVEY

AREA: Highway Average

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 4
16-24	17	33	50	
25-44	283	141	424	
45-64	88	15	103	
65+	5	-	5	
TOTAL	393	189	582	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 1
16-24	3	3	6	
25-44	67	12	79	
45-64	20	-	20	
65+	-	-	-	
TOTAL	90	15	105	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.7%
16-24	85.0	91.7	89.3	
25-44	80.9	92.2	84.3	
45-64	81.5	100.0	83.7	
65+	100.0	-	100.0	
TOTAL	81.4	92.6	84.7	

Table 4
June 23, 1983
08:00-09:00

SEAT BELT SURVEY

AREA: Intersection Foxtrap Access & TCH

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	2	6	8	
25-44	101	49	150	
45-64	32	4	36	
65+	-	-	-	
TOTAL	135	59	194	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	1	-	1	
25-44	25	4	29	
45-64	3	-	3	
65+	-	-	-	
TOTAL	29	4	33	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = --
16-24	66.7	100.0	88.9	
25-44	80.2	92.5	83.8	
45-64	91.4	100.0	92.3	
65+	-	-	-	
TOTAL	82.3	93.7	85.5	

Table 5
June 23, 1983
007:00-08:00

SEAT BELT SURVEY

AREA: Roaches Line

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	11	5	16	
25-44	32	6	38	
45-64	27	3	30	
65+	4	-	4	
TOTAL	74	14	88	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	2	1	3	
25-44	8	-	8	
45-64	3	-	3	
65+	-	-	-	
TOTAL	13	1	14	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	84.6	83.3	84.2	
25-44	80.0	100.0	82.6	
45-64	90.0	100.0	90.9	
65+	100.0	-	100.0	
TOTAL	85.6	93.3	86.3	

Table 6
June 23, 1983
08:00-09:00

SEAT BELT SURVEY

AREA: Hr. Arterial

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 4
16-24	4	22	26	
25-44	150	86	236	
45-64	29	8	37	
65+	1	-	1	
TOTAL	184	116	300	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 1
16-24	-	2	2	
25-44	34	8	42	
45-64	14	-	14	
65+	-	-	-	
TOTAL	48	10	58	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 1.4%
16-24	100.0	91.7	92.9	
25-44	81.5	91.5	84.9	
45-64	67.4	100.0	72.5	
65+	100.0	-	100.0	
TOTAL	79.3	92.1	83.8	

Table 7
June 23, 1983
10:00-11:00

SEAT BELT SURVEY

AREA: Village Mall

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 11
16-24	19	23	42	
25-44	75	81	156	
45-64	56	9	65	
65+	5	1	6	
TOTAL	155	114	269	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	12	5	17	
25-44	43	6	49	
45-64	13	3	16	
65+	2	1	3	
TOTAL	70	15	85	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 3.1%
16-24	61.3	82.1	71.2	
25-44	63.6	93.1	76.1	
45-64	81.2	75.0	80.2	
65+	71.4	50.0	66.7	
TOTAL	68.9	88.4	76.0	

Table 8
June 23, 1983
08:30-09:30

SEAT BELT SURVEY

AREA: Hotel Nfld.

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 30
16-24	1	-	1	
25-44	161	108	269	
45-64	86	39	125	
65+	-	-	-	
TOTAL	248	147	395	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	-	-	-	
25-44	29	7	36	
45-64	12	1	13	
65+	-	-	-	
TOTAL	41	8	49	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 6.8%
16-24	100.00	-	100.0	
25-44	84.7	93.9	88.2	
45-64	87.8	97.5	90.6	
65+	-	-	-	
TOTAL	85.8	94.8	89.0	

Table 9
June 23, 1983
01:00-02:00

SEAT BELT SURVEY

AREA: Avalon Mall

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 2
16-24	46	25	71	
25-44	207	90	297	
45-64	97	16	113	
65+	3	-	3	
TOTAL	353	131	484	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	26	2	28	
25-44	76	24	100	
45-64	32	1	33	
65+	1	-	1	
TOTAL	135	27	162	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.3%
16-24	63.9	92.6	71.7	
25-44	73.1	78.9	74.8	
45-64	69.8	94.1	77.4	
65+	75.0	-	75.0	
TOTAL	72.3	82.9	74.9	

Table 10
June 23, 1983
08:30-09:30

SEAT BELT SURVEY

AREA: Atlantic Place Entrance

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 9
16-24	13	18	31	
25-44	71	60	131	
45-64	16	5	21	
65+	1	-	1	
TOTAL	101	83	184	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 3
16-24	8	3	11	
25-44	17	15	32	
45-64	3	-	3	
65+	-	-	-	
TOTAL	28	18	46	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 5.2%
16-24	61.9	85.7	73.8	
25-44	80.7	80.0	80.4	
45-64	84.2	100.0	87.5	
65+	100.0	-	100.0	
TOTAL	78.3	82.2	80.0	

Table 11
June 23, 1983
15:30-16:30

SEAT BELT SURVEY

AREA: Atlantic Place Exit

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 8
16-24	11	11	22	
25-44	51	31	82	
45-64	9	4	13	
65+	-	-	-	
TOTAL	71	46	117	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 1
16-24	4	1	5	
25-44	9	3	12	
45-64	3	-	3	
65+	-	-	-	
TOTAL	16	4	20	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 6.6%
16-24	73.3	91.7	81.5	
25-44	85.0	91.2	87.2	
45-64	75.0	100.0	81.3	
65+	-	-	-	
TOTAL	81.6	92.0	85.4	

Table 12
June 23, 1983
14:45-15:45

SEAT BELT SURVEY

AREA: Janeway Hospital

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 4
16-24	32	15	47	
25-44	88	78	166	
45-64	21	12	33	
65+	-	-	-	
TOTAL	141	105	246	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 1
16-24	8	2	10	
25-44	34	15	49	
45-64	15	2	17	
65+	-	-	-	
TOTAL	57	19	76	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 1.6%
16-24	80.0	88.2	82.5	
25-44	72.1	83.9	77.2	
45-64	58.3	85.7	66.0	
65+	-	-	-	
TOTAL	71.2	84.7	76.4	

Table 13
June 23, 1983
09:30-10:30

SEAT BELT SURVEY

AREA: Bay Roberts

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 3
16-24	13	12	25	
25-44	34	25	59	
45-64	51	16	67	
65+	27	2	29	
TOTAL	125	55	180	

NOT USING SHOULDER HARNESS

	Male	Female	Total	#Child Seats = 1
16-24	3	4	7	
25-44	9	8	17	
45-64	21	2	23	
65+	4	-	4	
TOTAL	37	14	51	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 1.7%
16-24	81.3	75.0	78.1	
25-44	79.1	75.8	77.6	
45-64	70.8	88.9	74.4	
65+	87.1	100.0	87.9	
TOTAL	82.2	79.7	77.9	

Table 14
June 23, 1983
03:00-04:00

AREA: Grand Falls

SEAT BELT SURVEY

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	2	5	7	
25-44	25	9	34	
45-64	6	4	10	
65+	-	-	-	
TOTAL	33	18	51	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	-	-	-	
25-44	6	4	10	
45-64	5	-	5	
65+	-	-	-	
TOTAL	11	4	15	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = -
16-24	100.0	100.0	100.0	
25-44	80.6	69.2	77.3	
45-64	54.5	100.0	66.7	
65+	-	-	-	
TOTAL	75.0	81.8	77.3	

Table 15
June 23, 1983
02:00-03:00

SEAT BELT SURVEY

AREA: Labrador City

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	8	4	12	
25-44	60	37	97	
45-64	21	4	25	
65+	1	-	1	
TOTAL	90	45	135	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	10	2	12	
25-44	26	12	38	
45-64	18	1	19	
65+	-	-	-	
TOTAL	54	15	69	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = -
16-24	44.4	66.7	50.0	
25-44	69.8	75.5	71.9	
45-64	56.8	80.0	65.9	
65+	100.0	-	100.0	
TOTAL	62.5	75.0	66.2	

Table 16
June 23, 1983
12:00-13:00

SEAT BELT SURVEY

AREA: Clarenville

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats =
16-24	18	18	36	
25-44	83	38	121	
45-64	33	6	39	
65+	1	-	1	
TOTAL	135	62	197	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats =
16-24	9	8	17	
25-44	59	18	77	
45-64	6	2	8	
65+	-	-	-	
TOTAL	74	28	102	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats =
16-24	66.7	69.2	67.9	
25-44	58.5	67.9	61.1	
45-64	84.6	75.0	83.0	
65+	100.0	-	100.0	
TOTAL	64.6	68.9	65.9	

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POOR

QUALITY

ORIGINAL